

# Long Term Internet Strategy: A Commercial Internet Service and Platform

"Internet is the Future" --Someone Famous

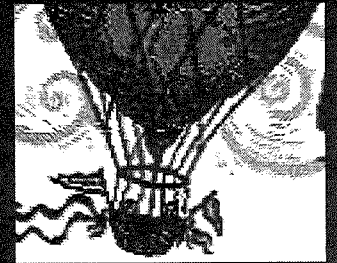
"Those that drive the Internet  
drive the Future" -- Brewster

Brewster Kahle

Sept 1, 1995

DRAFT presentation

# AOL Current Internet Strategy



- ◇ Brand: A window on the Web, Netnews, Gopher, WAIS, Email
- ◇ GNN the Service: An Internet Access Service ala NetCom, ATT
- ◇ Nothing now to compete with MSN and Netscape. (GNN the Platform)



## What is a Platform?

- ◇ A framework for developers and info-peneurs to profit from.
- ◇ Consists of code modules supplied to 3rd parties that use our libraries, protocols, training, and services.
- ◇ Ala: MacOS, MSN, NetScape, JAVA
- ◇ Currently we mostly focus on consumers, not 3rd parties
- ◇ A platform can be all-encompassing or piece parts (Win95 vs 900 numbers)

# What are some Example Network Platforms?

Geographic Platform for navigation  
and personal publishing

Billing Platform for developers

Game Platform for massive hosting  
and network facilities



# Geographic Platform: An Example

Your Child is about to go back to school...

Who are her classmates?

What does she need for school supplies?







# School Server

Classroom has pointers to  
student s homepages,  
teacher s homepages,  
supplies needed.

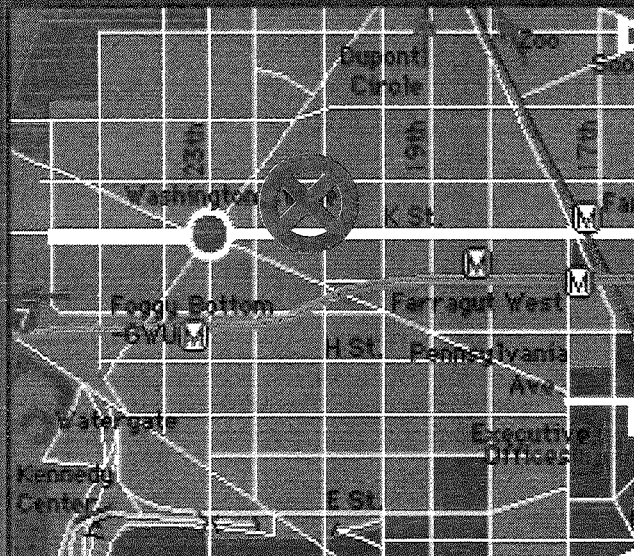


# Finding School Supplies

Find it on the map

Then go to the  
store's site.

Order things or  
just get hours





# Geographic Platform Benefits to AOL

AOL is the place to plug in your school requirements, your child's homepage, your store's URL.

AOL gains subscribers, content, and community.

# Billing Platform

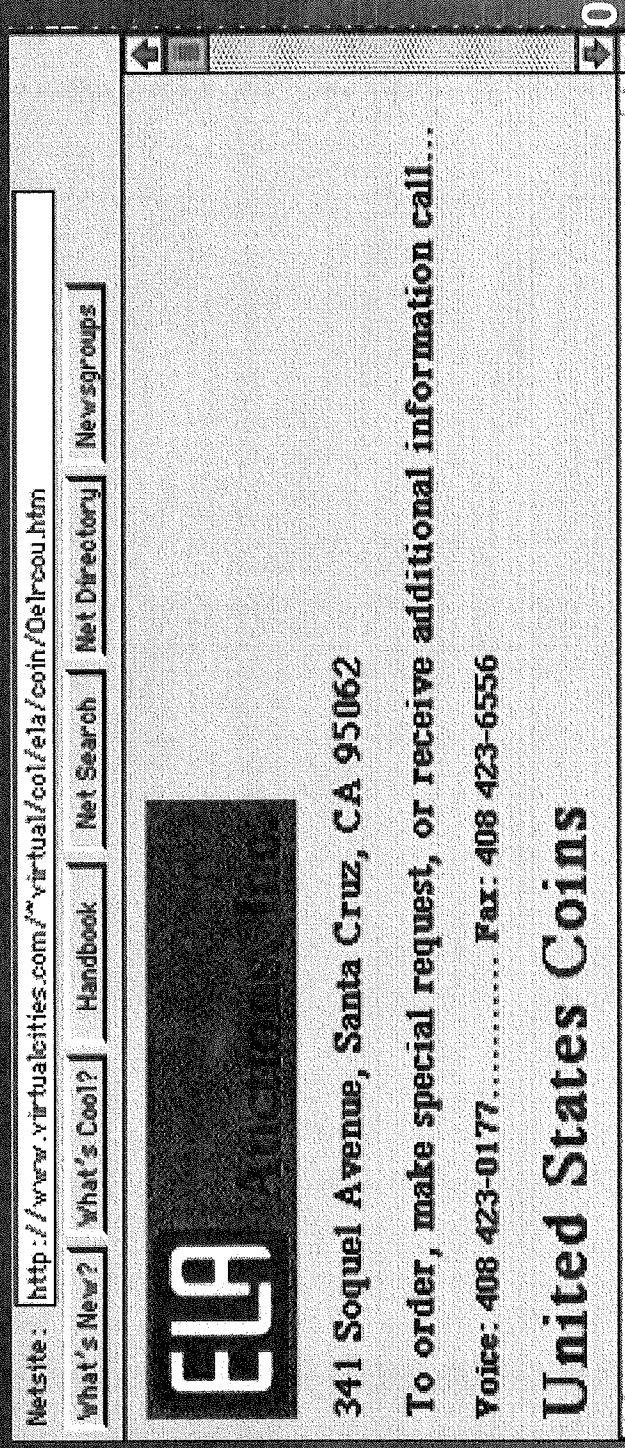
## Example

Anyone's web site can become commercial as easily as setting up a 900 number!

Distributed Software module supported by AOL (or Licensee)

Centralized Billing service operated by AOL (or licensee)

AOL Manages the money and takes a cut.





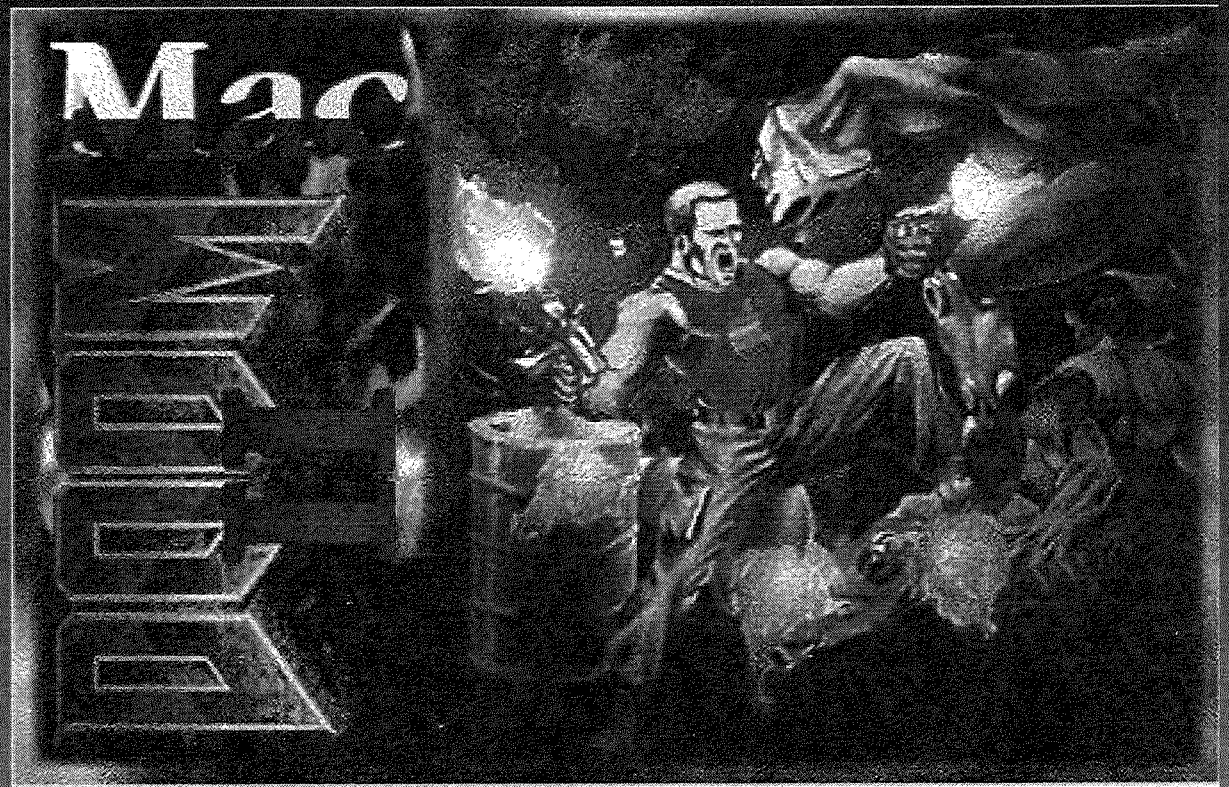
# Game Platform

## Example

If a 3rd party wants to run a Community game around a Madonna concert ...

AOL supplies host facilities, ticketing facilities, network facilities.

AOL manages the money and takes a cut.



# How can we Compete with (or use) MSN and Netscape?

- ◇ We have all the weapons now-- they don't:  
Paying users, client, protocol, servers, service  
mentality, Marketing Knowhow.
- ◇ Leverage an Open System to benefit from  
other's content and efforts.





## How can we Lose?

- ◇ Sticking to our old technology and mindset.
- ◇ Delivering our eyeballs to other's platforms without building our own.
- ◇ Waiting (eg: aggressive following).

## How much will it Cost?

- ◇ More than we think. If we are not committed to this to be our next generation product-- We should not start.
- ◇ Multi-year project with yearly deliverables.
- ◇ Development costs: 100 people: \$10M/year (est.)
- ◇ Marketing costs: \$??M/year
- ◇ Probably need Board-Level Buy-In.



## Risks Moving Forward

- ◇ We may distract the Brand from its current mission.
- ◇ We may already be too late.
- ◇ We may lose our nerve when a downturn happens and limit funding.
- ◇ We may integrate technology too early into “Brand.”
- ◇ We may not commit our best people to making it a success.

# Keys to Success

◇ Buy-in: Corporate, Financial, Spiritual.

◇ Good Leaders: Capable,  
Entrepreneurial, Trusted.

◇ Independence.

◇ Undying support from the top.

◇ Follow-through: Never let up until it is  
done.



**If Not Us: Microsoft,  
If Not Now: Never.**

**Lets Create the Future  
we want to Live in!**